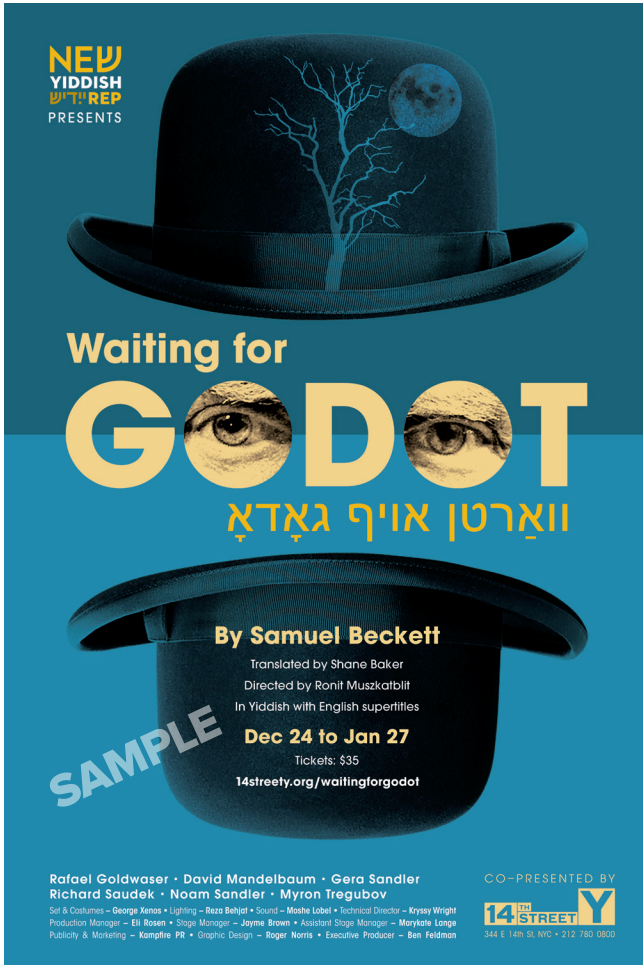


IN BUILDING UNITS

IN-BUILDING POSTER



DIMENSIONS: 24" (width) x 36" (height)

FILE TYPE: PDF

The posters must have the following copy: **“Co-presented by the Theater at the 14th Street Y”** and must include the 14Y logo below the title. Posters are printed on Friday mornings, so the final file must be received and approved by close of business Thursday.

NEEDED BY: At least 4 weeks prior to opening night

ELEVATOR SLIDE



DIMENSIONS: 1280 px (width) x 1024 px (height) — our display system will not support any file with larger specifications

FILE TYPE: JPEG

The elevator slide must have the following copy: **“Co-presented by the Theater at the 14th Street Y”** and must include the 14Y logo below the title.

NEEDED BY: At least 4 weeks prior to opening night

LOBBY SLIDE



DIMENSIONS: 3840 px (width) x 2160 px (height)

FILE TYPE: JPEG

The lobby slide must have the following copy: **“Co-presented by the Theater at the 14th Street Y”** and must include the 14Y logo below the title.

NEEDED BY: At least 4 weeks prior to opening night

Elevator and lobby slides are updated twice per month, usually around the 15th and the 30th. Files must be received and approved beforehand to make into the next rotation.

WEBSITE UNITS

HERO IMAGE FOR WEBSITE



DIMENSIONS: 1600 px (width) x 600 px (height)
FILE TYPE: JPEG or PNG
MAXIMUM FILE SIZE: 1 MB

Due to the responsiveness of the 14Y website, **an image without copy works best** for the homepage and other landing pages.

NEEDED BY: At least 4 weeks prior to opening night

TICKETING PAGE GRAPHIC



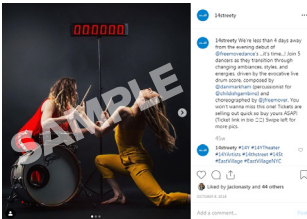
DIMENSIONS: 367 px (width) x 264 px (height)
— our display system will not support any file with larger specifications
FILE TYPE: JPEG
VIDEO OPTION: link to youtube video can also be displayed on the ticketing page.

Due to the responsiveness of the 14Y website, **an image without copy works best** for the homepage and other landing pages.

NEEDED BY: At least 6 weeks prior to opening night

SOCIAL MEDIA UNITS *(Please provide a minimum of 3 images)*

INSTAGRAM



SOCIAL SQUARE: 1080 x 1080 px
FILE TYPE: JPEG or PNG
MAXIMUM FILE SIZE: 4 GB

NEEDED BY: At least 4 weeks prior to opening night

TWITTER



TWITTER IN-STREAM PHOTO:
Minimum 440 x 220 px (2:1 Ratio); **Maximum to appear expanded** 1024 x 512 px.
FILE TYPE: JPEG or PNG
MAXIMUM FILE SIZE: 5 MB for photos, and 5 MB for animated GIFs on mobile and 15 MB on web.

NEEDED BY: At least 4 weeks prior to opening night

FACEBOOK

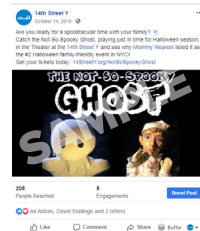


IMAGE (SHARED OR LINK):
1200 px (W) x 630 px (H)
FILE TYPE: JPEG or PNG

NEEDED BY: At least 4 weeks prior to opening night

14Y RESOURCES

BLUE 14Y LOGO: 14StreetY.org/14Ylogo-blue

WHITE 14Y LOGO: 14StreetY.org/14Ylogo-white

Digital assets should be uploaded to your Shared Partner Folders.

If you have any issues, please contact Rebecca Miller, Theater Manager, at RMiller@14streety.org or 646-395-4302.

All file names should include: production name and file type (such as facebook, hero image, or poster)